

MyZDNet | Reviews | Shop | Business | Help | News | Electronics | GameSpot | Tech Life | Downloads | Developer

**ZDNet E-COMMERCE**

- Free downloads
- Protect your PC
- IT Resource Centers

ZDNet > E-Commerce > Best Practices > **Top 10 worst archive**Search For: 

All ZDNet

GO

- Search Tips
- Power Search

**E-Commerce Newsletter**

Enter your e-mail to get twice-weekly news and features for free!

Submit

**E-Commerce home****Best Practices**

**Best Practices Home**

**Top 10 Best****Top 10 Worst****Methodology**

**About Creative Good**

**Nominate a Site****More Business**

- Small Business
- Desktop Computing
- Security

**Other Resource Centers**

Pick a Resource Center

ASP  
Desktops  
E-Commerce  
Enterprise Apps  
Java

Click here! ▼

Do you know  
your customers  
better  
than your  
competitors  
do?

**BEST PRACTICES EVALUATION****Complete list: Worst examples of e-commerce**



Site/Example	Date reviewed
<b>BMG.com:</b> Intimidating, unexplained warning message could scare away customers	2/27/00
<b>RedEnvelope:</b> Buying process includes unnecessary, extra steps	2/13/00
<b>Reflect.com:</b> Required new-user survey is pointless to shopping and may cause shoppers to leave the site	2/11/00
<b>Miadora.com:</b> "Companion Pieces" feature fails to turn up different items	2/7/00
<b>Gloss.com:</b> Magazine-style layout hurts shopping experience	2/1/00
<b>Mercata:</b> Slow-moving ticker weakens the shopping experience	1/23/00
<b>DVD Express:</b> Non-contextual links on product pages	1/5/00
<b>Priceline.com:</b> Buying path blocked by cross-selling links	1/18/00
<b>Neimanmarcus.com:</b> Unlabeled category links could be confused for product links	1/17/00
<b>REI.com:</b> Ineffective "shop by brand" feature	12/27/99
<b>Clinique.com:</b> Search function returns puzzling "thank you" message	12/14/99
<b>Garden.com:</b> Poorly named shopping cart could confuse shoppers	12/13/99
<b>Nike.com:</b> Misleading in-stock/out-of-stock reporting feature loses customer trust	12/14/99
<b>Harry and David:</b> No obvious way to buy featured product	12/1/99
<b>Bananarepublic.com:</b> Ineffective order-confirmation display	11/19/99
<b>Boo.com:</b> Flashy graphics impede shopping	11/8/99
<b>JCPenney.com:</b> Size charts lose customer context and make finding the right size difficult	11/5/99
<b>OfficeMax.com:</b> Registration request poses a barrier to buying for first-time customers	10/29/99

**News**

- [When dot-coms become dot-bombs](#)
- [A tale of Web winners and losers](#)
- [Demographics: Blue-collar folks charge onto the Web](#)

[More News](#)**Opinion**

- [Trouble in e-paradise](#)
- [Signs of the B2B times](#)
- [B2B's messy relationships will get more entangled](#)
- [The supplier squeeze](#)
- [Amazon patents are bad news](#)

[More Opinion](#) [E-mail this!](#) [Print this!](#) [Save this!](#)**Company Info**

Enter company

[▶ GET INFO](#)

Enter ticker(s)

[▶ GET QUOTE](#)

**Advertisement**Download free  
dashBar now!

<b>Blockbuster.com:</b> Store locator obscures key information	10/18/99
<b>Women.com:</b> Shopping feature frustrates customers with empty categories	10/18/99
<b>BuyBooks:</b> Shopping cart loses customer context	9/10/99
<b>iGadget.com:</b> Potentially confusing 'PriceClick' link	9/27/99
<b>Indigo.ca:</b> Lengthy, irrelevant splash sequence before the home page	9/21/99
<b>Nature's Aide:</b> Unclickable "buy" text	9/15/99
<b>Quixtar:</b> Home page fails to explain site's purpose	9/3/99
<b>Webmallonline.com:</b> Out-of-place elevator motif	8/27/99
<b>3DShopping.com:</b> Poorly labeled home-page links	8/23/99
<b>Levi's:</b> Flagship product hidden by graphics, promos	8/17/99
<b>UBid:</b> Unnecessarily nosy registration process	8/5/99
<b>Lycos:</b> Difficult product comparison feature	8/5/99
<b>Brooks Brothers:</b> Distracting pop-up window	8/3/99
<b>Logitech:</b> Passwords at checkout pose problems	7/16/99
<b>Delta:</b> Poor placement of certain buttons impedes buying	7/6/99
<b>Art:</b> Forcing buyers to go to product page to buy product	5/28/99
<b>eToys:</b> Confusing checkout status graphic	5/28/99
<b>Gap:</b> Lack of a search feature	5/28/99
<b>GMBuypower:</b> Slow design from the CD-ROM world	5/28/99
<b>Sitstay:</b> Unfocused home page	5/28/99
<b>Starbucks:</b> Too many graphics, too little focus	5/28/99
<b>Swissarmy:</b> Overdesigned home page	5/28/99
<b>Leisureplanet:</b> Undecipherable error message	5/20/99
<b>Macys:</b> Unnecessary frames	5/20/99
<b>Wal-Mart:</b> Confusing order process	5/20/99

► **Complete list: Best examples of e-commerce**

---

**Disclaimer:** It's possible that the features discussed in our evaluation may have changed since the time we reviewed the site. We still find it useful to display and discuss these features, though, since our aim is to learn from the good or bad design of the feature, regardless of when it was live on the site.

### Sponsored Links

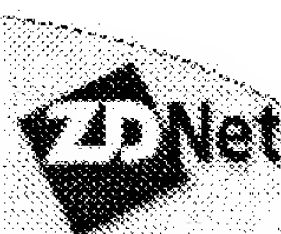
Continuity Keep your e-biz up and running 24-7 with this [FREE kit!](#)  
HP PC's! [Custom-build your own, now in 4 colors!](#)  
Design DSL TI DSL Solutions. [Giving you total interoperability.](#)  
**800.COM Get DirecTV today for FREE Professional Installation.**  
Books Make **any** purchase and receive special coupons at [B&N.com!](#)  
GREAT PCs [Great PCs. TurboTax FREE. Click here.](#)

### ZDNet Featured Links

FREE [Download the latest updates](#) for your favorite software!  
NEW! Shop the [Outlet Store](#) for **best buys** on computer products.  
[Anti-Virus Downloads, tips and advice to keep your PC safe!](#)

### Magazine Offers

Free Guide Get [Instant Access](#) to FamilyPC's digital photo guide!



[Tech Jobs](#) | [Digital Coupons](#) | [Free E-mail](#) | [Newsletters](#) | [Updates](#) |  
[MyZDNet](#) | [Alerts](#) | [Rewards](#) | [Join ZDNet](#) | [Members](#) | [ZDNet eCircles](#)

[Feedback](#) | [Your Privacy](#) | [Service Terms](#) | [Ad Info](#)

Copyright © 2000 ZD Inc. All rights reserved. ZDNet and the ZDNet logo are trademarks of ZD Inc.